

ORDER



Orders	Order / Rev:	69386
	Alt Order #:	/Brad
	Product Desc:	Romney for President
	Estimate:	
	Flight Dates:	11/01/12 - 11/06/12
	Original Date / Rev:	10/31/12 / 11/02/12
	Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	American Rambler Pro
	Buying Contact:	
	Billing Contact:	
		138 Conant St.
		Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Romney/R/President
	Demographic:	A35+
	Product Codes:	Presidential Elections
	Priority:	P-2
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	23	\$14,125.00	\$12,006.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$14,125.00	\$12,006.25	0.00
Totals	23	\$14,125.00	\$12,006.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	28%	\$14,125.00
Market	100%	\$50,446.43

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$36,321.43
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

[illegible]

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Advertiser: Romney/R/President
 Product Desc: Romney for President
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/01/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-11:30 AM (11:00 AM-11:30 AM)	MT--TF--	:30	2	\$325.00	P-2	0.00	NM	10	\$6,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		[MG within Flight]													
7	WHP	11/05/12-11/05/12		M-F 11p-1135p News		11p-1135p	M-----	:30		\$500.00		0.00	NM		
	Ⓜ MG for 3.3,11.1,10.1,2.3,5.1,9.1,1.2														
	[MG within Flight]														
8	WHP	11/05/12-11/05/12		M-F 11p-1135p News		11p-1135p	M-----	:30		\$500.00		0.00	NM		
	Ⓜ MG for 3.3,11.1,10.1,2.3,5.1,9.1,1.2														
	[MG within Flight]														
9	WHP	10/29/12-11/04/12		Sa-Su 11p-1130p News		11p-1130p	-----SaSu	:30		\$200.00		0.00	NM		
	Ⓜ MG for 3.3,11.1,10.1,2.3,5.1,9.1,1.2														
	[MG within Flight]														
10	WHP	10/29/12-11/04/12		Sa-Su 11p-1130p News		11p-1130p	-----SaSu	:30		\$200.00		0.00	NM		
	Ⓜ MG for 3.3,11.1,10.1,2.3,5.1,9.1,1.2														
	[MG within Flight]														
11	WHP	11/05/12-11/05/12		M-F 4p-5p		4p-5p	M-----	:30		\$450.00		0.00	NM		
	Ⓜ MG for 3.3,11.1,10.1,2.3,5.1,9.1,1.2														
	[MG within Flight]														
	Week:	11/05/12	11/11/12	MT-----		2				\$325.00		0.00			
N 2	WHP	11/01/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11:30 AM-12:00 PM (11:30 AM-12:00 PM)	MT--TF--	:30	2	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$325.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		2				\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WHP	11/05/12-11/11/12		M-F 11a-12p		11:30 AM-12:00 PM	MT-----	:30		(\$325.00)		0.00	NM		
	See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11														
	[No Avail]														
N 3	WHP	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$700.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WHP	11/05/12-11/11/12		M-F 7p-730p		7p-730p	M-----	:30		(\$700.00)		0.00	NM		
	See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11														
	[No Avail]														
N 4	WHP	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--TF--	:30	2	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$800.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$800.00		0.00			
N 5	WHP	11/05/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/05/12-11/11/12		Mon Reg 3		10p-11p	M-----	:30		(\$2,250.00)		0.00	NM		
	See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11														
	[No Avail]														
N 6	WHP	11/02/12	11/02/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,800.00		0.00			
N 7	WHP	11/03/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$250.00		0.00			

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Advertiser: Romney/R/President
Product Desc: Romney for President
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	WHP	11/03/12	11/03/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$250.00		0.00						
N 9	WHP	11/03/12	11/03/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	10/29/12-11/04/12		Sat Reg 1	8p-9p		-----Sa--	:30	(\$575.00)	0.00	NM				
See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11 [Program Change -No Return]															
N 10	WHP	11/03/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	10/29/12-11/04/12		Sat Reg 2	9p-10p		-----Sa--	:30	(\$575.00)	0.00	NM				
See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11 [Program Change -No Return]															
N 11	WHP	11/03/12	11/03/12	Sat Reg 3 Sat 10p-11p	CM	10p-11p	-----S-	:30	1	\$600.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	10/29/12-11/04/12		Sat Reg 3	10p-11p		-----Sa--	:30	(\$600.00)	0.00	NM				
See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11 [Program Change -No Return]															
N 12	WHP	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$275.00		0.00						
N 13	WHP	11/04/12	11/04/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$450.00		0.00						
													Totals	23	\$14,125.00